

Message Text

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PAGE 01 ROME 04040 031935Z
ACTION EUR-12

INFO OCT-01 ISO-00 INR-10 /023 W
-----107246 040402Z /20

R 031700Z MAR 78
FM AMEMBASSY ROME
TO USIA WASHDC
USINFO WASHDC
INFO SECSTATE WASHDC 1025

UNCLAS ROME 4040

USIAC

USIA PASS IOP/F AND IMV (KEN BOLES)

STATE FOR EUR/P (SEIDNER)

E.O. 11652: N/A

TAGS: --

SUBJ: FACILITATIVE ASSISTANCE FOR REPRESENTATIVES ITALIAN
PRIVATE TELEVISION STATION, SPQR

REF : ROME 3931

1. REQUEST USIA CALL THIS AND PREVIOUS COMMUNICATION THIS
SUBJECT TO ATTENTION OF IMV'S KEN BOLES WHO KNOWS BACKGROUND
AND MAY BE ABLE ASSIST.

2. SPQR HAS PROVIDED US WITH BACKGROUND REPORT ON STATION
AND ITALIAN PRIVATE TELEVISION IN GENERAL FROM WHICH WE
HAVE EXCERPTED FOLLOWING QUOTATIONS, WHICH PRESS CENTERS
MAY WISH TO DRAW ON IN EXPLAINING SIGNIFICANCE THIS NEW
ITALIAN PHENOMENON TO FILM DISTRIBUTORS, TELEVISION STATIONS,
OTHERS WHOM ARULLANI AND TRIULZI WISH TO CONTACT: "FROM
1946 TO 1976, RAI (ITALY'S STATE-OWNED NATIONAL TELEVISION)
HELD A MONOPOLY ON ALL TELEVISION BROADCASTING IN ITALY.
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THIS SITUATION CHANGED IN 1976 WHEN THE ITALIAN CONSTITUTIONAL
COURT REACHED A DECISION THAT NOW PERMITS PRIVATE BROADCASTING
IN ITALY.

INDEPENDENT TELEVISION STATIONS ARE NOW PERMITTED TO EXIST,
IF ONLY ON A LOCAL BASIS. SHORTLY AFTER THIS CHANGE IN
LEGISLATION, A LARGE NUMBER OF TV STATION WERE BORN. TODAY

THERE EXIST LOCAL INDEPENDENT TV STATIONS WHICH TRANSMIT ON A REGULAR BASIS, AND SPQR MAINTAINS CONTACT WITH MANY OF THESE STATIONS TO EXCHANGE PROGRAMS. ALTHOUGH THESE STATIONS ARE STILL, FOR THE MOST PART, IN THE EXPERIMENTAL STAGE, THEY HAVE ALREADY BEGUN TO ATTRACT A SIGNIFICANT PART OF THE ITALIAN VIEWING AUDIENCE. THIS NEW MARKET IS GROWING INCREASINGLY ATTRACTIVE TO PRODUCERS OF TELEVISION PROGRAMS, EVEN THOUGH THESE NEW STATIONS ARE, FOR THE MOMENT, LIMITED IN THEIR FINANCIAL MEANS.

SPQR TODAY HEADS A GROUP OF 36 TV STATIONS IN ITALY, WHICH REGULARLY TAKE SPQR'S PROGRAMS. TO EXPAND OUR AUDIENCE AND, AT THE SAME TIME, TO BUILD UP THIS CHAIN OF LOCAL TV STATIONS, SPQR DESIRES TO OBTAIN MORE HIGH QUALITY PROGRAMMING, SUCH AS TELEFILMS, MUSIC SHOWS AND DOCUMENTARIES. SPQR DESIRES EITHER TO PURCHASE AMERICAN FILMS FOR ITS CHAIN OF STATIONS OR ACT AS AGENTS OR DISTRIBUTORS IN ITALY FOR ONE OR MORE AMERICAN TV PRODUCTION COMPANIES. SPQR IS ABLE TO DUB INTO ITALIAN ANY KIND OF TV PROGRAM. BY ACTING AS DISTRIBUTORS TO THE CHAIN OF OTHER LOCAL STATIONS, SPQR COULD CONCENTRATE THE EFFORT TO DUB PROGRAMS INTO ITALIAN."SHIRLEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 03 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978ROME04040
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780098-0869
Format: TEL
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197803109/aaaadopy.tel
Line Count: 83
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7a8d24b9-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 ROME 3931
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3124673
Secure: OPEN
Status: NATIVE
Subject: FACILITATIVE ASSISTANCE FOR REPRESENTATIVES ITALIAN PRIVATE TELEVISION STATION, SPQR
TAGS: ETEL
To: USIA STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/7a8d24b9-c288-dd11-92da-001cc4696bcc
Review Markings:
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